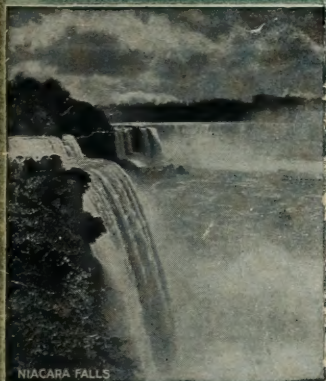


BURK'S GUIDE



NIAGARA FALLS

and SOUVENIR
BOOK of *A A*
NIAGARA
FALLS...
(ILLUSTRATED)

How to Avoid Trouble

SIGHT-SEEING

How to See Niagara Falls Free of any Charge

How to See Niagara Falls for 50 cts., for 60 cts.,
for 70 cts., for 85 cts., for \$1.16 and for \$3.51.

Rates of Responsible Hotels, Rooming Houses,
Boarding Houses, Carriages, Places of Interest,
Map and all necessary information to properly
guide a stranger.

PRICE, - - 25 CENTS

On our trip in Oct. 1922

BURK'S GUIDE

. . . . OF . . .

Niagara Falls



EIGHTY ILLUSTRATIONS
of valued interest to any visitor

Guide Map on pages 32 and 33

Directions as suggested by
a resident : : : : :

Established in 1904

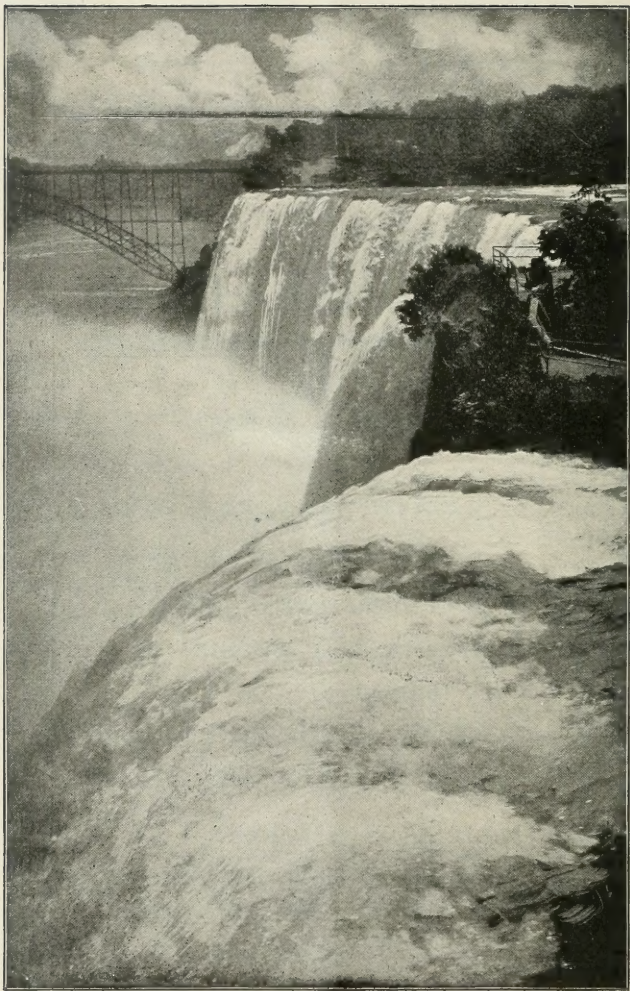
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C. E. BURK, Publisher

Also BURK'S GUIDE of BUFFALO
and BURK'S GUIDE of ATLANTIC CITY

Office: 603 Chamber of Commerce
Buffalo, New York

1921-1922



AMERICAN FALL—SCENE ALONG THE NIAGARA SCENIC ROUTE
(Great Gorge Route)

Suggestions

Niagara's scenery is noted the world over, and for a person to properly view its vast number of interesting points, they should remain here at least two or three days, and if a week could be spared it would enable them to become thoroughly familiar with scenes that do not exist elsewhere on this continent, and, by remaining this length of time, a person secures the advantage of the weekly



RESIDENCE STREET

rates offered, which are as reasonable as any other place in existence.

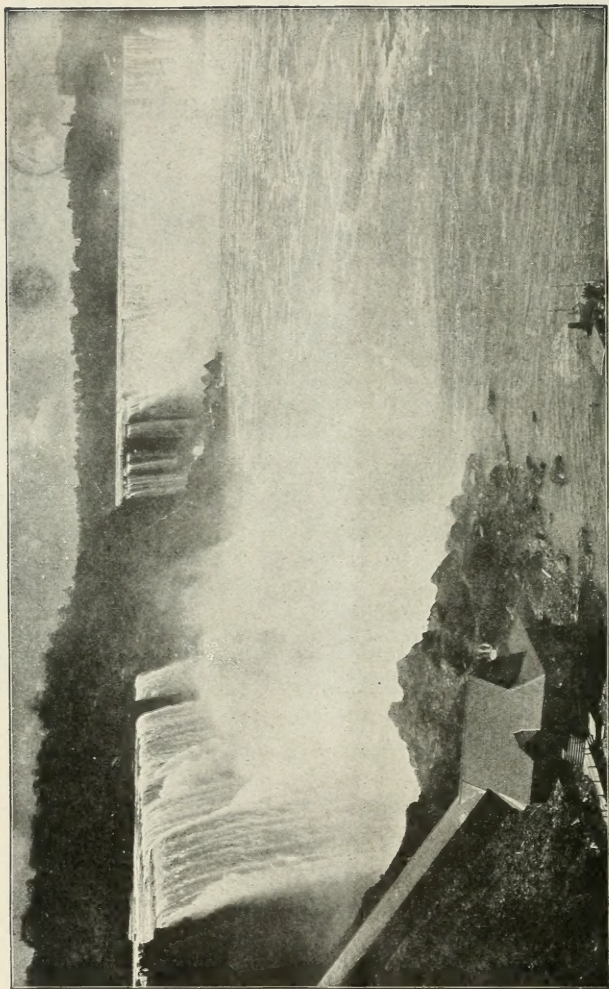
The publisher has thoroughly investigated the reliability of every hotel, restaurant, boarding and rooming house mentioned later in this Guide and can assure the visitor that they are all worthy of patronage, so select any of the places quoted and go to the different ones until suited, without allowing yourself to be influenced otherwise by solicitors at the depots or on the streets.

One can obtain a hurried view of Niagara in a day, but it is not advisable to do so. On your arrival, follow these directions.

Baggage

Baggage checked free of charge at any hotel mentioned in this Guide.

Check room at New York Central Depot; cost per piece, 10 cents.



NIAGARA FALLS FROM THE BRIDGE—SCENE ALONG NIAGARA SCENIC LINE (GREAT GORGE ROUTE)

Hack and Carriage Rates

Maximum rates allowed by city ordinance (including ordinary baggage, defined as one trunk and one bag or small parcel).

DISTANCE	One Passenger	Each Additional Passenger	Baggage Alone
Not exceeding 1 mile	\$0.50	\$0.25	\$0.50
Exceeding 1 mile, but not exceeding 2 miles.....	1.00	.50	.50
Exceeding 2 miles, but not exceeding 3 miles.....	1.50	1.00	.75

For any distance exceeding 3 miles:

2-horse carriage, \$2.00 the first hour, \$1.50 each additional hour.

1-horse carriage, \$1.50 the first hour, \$1.00 each additional hour.

Overcharge renders driver liable to penalty not exceeding \$25.

On hiring a carriage, always make your arrangements before starting.

The Niagara Falls Transfer Company controls the transfer of passengers and baggage at the New York Central Railroad Station and has carriages and taxicabs in waiting at the depots, as described on page 38.

Canadian Side

Maximum rates allowed by ordinance: Two-horse vehicle, \$1.50; one-horse, \$1.00 per hour. By the day, \$8.00 for two and \$4.00 for one-horse vehicles. Special rates between fixed points are as follows:

	TWO HORSES			ONE HORSE		
	One Person	Two Persons	Each Additional Person	One Person	Two Persons	Each Additional Person
Lower Steel Arch Bridge, or G. T. Station to Reservation or Table Rock.....	\$1.00	\$1.25	\$0.25	\$0.75	\$1.00	\$0.25
U. Arch Bridge to Table rock.....	.50	.75	.25	.37½	.50	.12½
U. Arch Bridge to Falls Station, M. C. and C. S. R.....	.25	.50	.25	.25	.50	.25
Distances in town not exceeding one mile	.25	.37½	.12½	.20	.30	.10
Over one and not more than two miles.....	.37½	.50	.20	.25	.37½	.12½
Exceeding 1½ miles...	.50	.75	.25	.37½	.50	.20

Children between 2 and 10 years, half price.

Railroad, Boat and Trolley Fares subject to change.

Rates quoted do not include U. S. War Tax of 8%

Rates and Locations of Properly Conducted and Responsible Hotels, Restaurants, Boarding and Rooming Houses

The following hotels, boarding and rooming houses, on American side, are within a radius of four blocks of any depot at Niagara Falls, South, and within five minutes walk of the Falls. Illustrations of these hotels will be found in latter part of book.

Hotels

Cataract, overlooking Falls and Reservation (E \$2.00 up)	
The Prospect, cor. Jefferson and Second, (E \$2.50 up)	
Imperial, Second and Falls Streets (E \$2.00 up. Meals, 75 cents to \$1.00)	
Clifton, Falls and Prospect Streets (E \$1.50 up)	
Temperance, Second St., near N. Y. Central Depot. E. \$1.50 up	\$3.50 up American Plan
Moose-Tower, op Prospect Pk. (E, \$1.50 up)	
The Beir Apartments, Falls St., near N. Y. Central Depot (E. \$1.50 up) Restaurant connected	
The Clifton, Queen Victoria Park, Canadian side, Upper Steel Arch Bridge.	European Service
The Watson, 316-320 First St. (E. \$1.00 up)	
The Edwards, 342 Prospect St. (E. \$1.50 up)	
The Inn, 223 Second St. (E \$1.50)	
The Ennerdale, 213 Second (E \$1.00 up)	
Park House, 224 First St., opposite Post Office (E \$1.50 up)	
The Robinson House, 313 Prospect St., (E \$1.00 up)	
Rose Cottage, 225 Second St. E. \$1.50 up	

CANADIAN SIDE

The Clifton, Queen Victoria Park.	European Service
The Restaurant, Queen Victoria Park... (meals table de hote and a la carte)	
Queen's Royal, Niagara-on-the-Lake, Ont.	
Royal-Connaught, Hamilton, Ont. (E. \$2.00 up)	

TORONTO, CANADA

The Queens, American Plan (\$5 up.) E. \$2.50	
King Edward, European Plan (\$2.50 up)	
The Walker House, American Plan, (\$5 up)	
The Carls-Rite, American Plan (\$5 up)...	

(Continued on page 8)

GUIDE

CHAPTER I

How to See the Falls Free of Any Charge

On your arrival at Niagara Falls, N. Y., or Ontario, by either train or trolley, locate yourself at any of the hotels, boarding or rooming houses mentioned. After this, if in



VIEW OF FALLS STREET

Looking toward Prospect Park. The length of this street from N. Y. C. Depot to Prospect Park is four blocks ; from Wabash and Erie Depots to Falls Street is two blocks.

Niagara Falls, N. Y., walk to the terminus of Falls Street as shown in the illustration or map on pages 32-33.

(Visitors stopping on the Canadian side will find Guide on page 43.)

(Continued from Page 6)

Boarding and Rooming Houses

Mrs. Chas. Russ (formerly Hayes Cottage), 372 First Street..... 1.00 up European Plan
American Plan if desired

Furnished Rooming Houses

Mrs. Henry Marks Dart, 264 Third St. First-class rooms
with or without private bath..... \$1.00 up per person
Mrs. Mary Cathcart, 362 First St. First class..... Reasonable rates
The Alton—Mrs. Hershey and Walter, 261 Third St..... Rates reasonable
Mrs. E. L. Highland, 366 First St. Private, Rates reasonable
Mrs. P. J. Burke, 259 Third St..... \$1.00 up per person
The Plaza—Mrs. Ed. Glass, 212 First St. First Class..... Rates reasonable
The Conway, 349 First St..... \$1.00 up per person
Mrs. M. O. Shriner, 31 Niagara, Garage Room..... \$1.00 up per person
Mrs. B. C. Stanton, 215 First St. near N. Y. C. Depot.. \$1.00 up per person
Mrs. Mowat, 329 Prospect St..... \$1.00 up per person
Mrs. Fred Ferguson, Jr., 343 Prospect St., First class..... Reasonable rates
Mrs. Chas. E. Rose, 21 Niagara St..... \$1.00 up per person
Mrs. M. F. O'Neill, 268 Third St..... \$1.00 up per person
Mrs. A. Meyer, 204 Fifth St., cor. Jefferson Ave..... \$1.50 per person

Restaurants

If you want real delectable food at moderate prices that every single
patron recommends go to Thompsons Restaurant, 12 Falls St.
..... Regular meals and a la carte
Edwards Tea Room and Restaurant at Cataract Hotel. Special meals and
a la carte.
Miller Strong's Unique, Restaurant,
Cor. First and Falls St. 60c Spec. Dinner a la carte

Drugs, Toilet Articles, Candy, Kodaks and Supplies

Miller-Strong Drug Co..... 101 Falls St., Cor. Second

Cigars, Tobaccos, Candy and Souvenirs

Joseph T. Snyder..... 16 W. Falls Street

Photo Plays

Lumberg Theater 36 Falls Street



ENTRANCE TO PROSPECT PARK

*Follow the walk to brink of American Fall and
Reservation Carriage and Automobile Depot*

You then enter Prospect Park and follow walk, passing Administration Building, where toilet rooms, etc., may be found, after which continue walk to brink American Fall. The scene here is particularly fine, as you can look up the

river and get a general view of all the Falls, a panoramic scene of great beauty. You can also see the Steel Arch Bridge leading to Canada and Victoria Park.

After remaining here as long as you possibly can, walk along edge of Rapids to Goat Island Bridge, and, while crossing this bridge, you can get a good view of the American Rapids, which occasionally in the spring runs almost dry. Continuing, cross small island, known as Green Island, until arrival at Goat Island, which is at the end of second bridge, turn to the right, where you will find the Shelter House, being a convenient place to rest, with lavatories, drinking water etc., which is free to the public.



LOOKING TOWARD GOAT ISLAND BRIDGE

*Entrance to Elevator and Maid of the Mist
Landing*



THE HORSESHOE FALL—SCENE ALONG NIAGARA SCENIC LINE
(GREAT GORGE ROUTE)



GOAT ISLAND BRIDGE

Cross the two bridges then turn to the right

Page 9

After leaving here, follow along path until arrival at Luna Fall, walk down stairway, where several fine views may be obtained of American Fall and Prospect Park.

Returning to top of stairway walk along edge of Gorge about 20 rods, where you will find the Biddle Stairway, leading down to bottom of Gorge. A comfort station is located here. On your return continue along edge of Gorge until arrival at Horseshoe Fall View. Take stairway leading to Terrapin Rock, where a good view of Horseshoe Fall may be had. A person could devote two or three days around these views, and be interested all of the time, and by watching the water one can notice many interesting changes.

• After returning to top of stairway, a pavilion may be found for shelter and a drinking fountain. Continue to the right along the edge of Rapids noticing two fine views of the Rapids and of Horseshoe Fall. Continue along pathway until arrival at the Three Sister Islands, where another comfort station will be found.

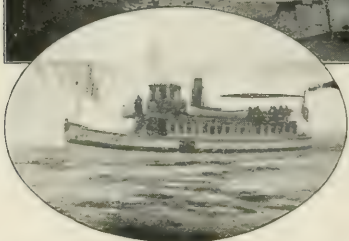
After thoroughly viewing



PATHWAY TO LUNA FALL

After crossing Goat Island Bridge, turn to right passing Shelter House—Page 9

Maid-of-the-Mist Trip



THE MAID OF THE MIST AND HER LANDING

It is a positive pleasure to recommend this trip, because one never sees the grandeur of Niagara Falls unless viewing it from either of the two staunch

boats of the Maid-of-the-Mist Company. The boats run close to the foot of all the Falls, and the sight looking up at the water is simply impossible to describe. Each passenger is furnished with rubber clothing, making a safe, comfortable trip that no visitor should miss. You will find the landing of these boats at the foot of Prospect Park Elevator. Cost of trip is only 75 cents, including everything.



PATHWAY

Showing Luna Fall Station in the Distance
Page 11

these islands, either take pathway directly opposite bridge or one turning to the right which will bring you back to Goat Island Bridge. After crossing, turn to the right and walk up the Reservation along edge of Rapids until

arrival at terminal, from this point you will see the grounds of "The Home of Shredded Wheat." This plan is a famous one and is well worth a visit. After this, take any of the streets leading into the residential district of the city. You have then had a fairly good view of the Falls without any cost and the whole distance is only about three miles.

* If, at this time, you have not decided to locate yourself, and remain a few days, we hope you have been sufficiently impressed with the grandeur of the scenery you have viewed to not allow anything to prevent you from seeing the balance of it and will look up a temporary home at once, among the ones mentioned in this Guide.



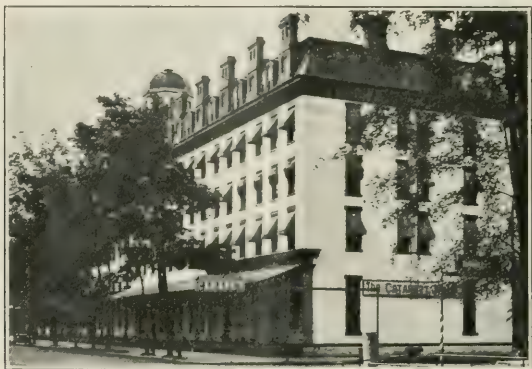
PATHWAY TO HORSESHOE FALL

*From Luna Fall, showing Cave of the Winds
dressing room and Comfort Stations
Biddle Stairway—Page 11*

Cataract Hotel

One of the notable hotels of this country. Situated on ground originally selected as being the most picturesque of any at this famous resort.

Built directly on the side of the State Reservation. The Cataract Hotel overlooks the American Fall, Rapids, Goat Island and the



CATARACT HOTEL.

Reservation. Is almost surrounded by beautiful lawns, shrubbery and the Waters of Niagara. Has 300 rooms, Baths, Music, Dancing, spacious verandas, ideal spots for rest and quietude. High class service in every way. European Plan. Rates, \$2.00, up per day
Ownership management.

CHAPTER II

How to See the Falls for 50 Cents

Follow directions same as in Chapter I until arrival between brink of American Fall and Goat Island Bridge where you will find station of the Reservation automobiles. Pay 50 cents and receive a ticket allowing you to ride in sight-seeing automobiles and to stop at all points of interest on Goat Island, as described in Chapter I, remaining as long as desired at any point, and returning you to the



VIEW ALONG NIAGARA SCENIC LINE (*Great Gorge Route*)



ONE OF THE RESERVATION SIGHT-SEEING AUTOMOBILES

These sight-seeing automobiles make the entire circuit of Goat Island, stopping at every point of interest. Cost of entire trip, 50 cents.

station. These automobiles are very commodious and comfortable. They are operated by thoroughly responsible parties, and owing to the reasonable price charged one always feels fully repaid for having taken the trip.



The Hotel Imperial



One of the largest and most modern hotels at the Falls. Located directly opposite the New York Central Depot. Only three blocks from Falls.

All rooms with running water.

Open the year round.

European Plan, \$2.00 and up.

Meals 75c. to \$1.00.

Also a la carte.

IMPERIAL HOTEL CO.
S. A. GREENWOOD,
Managing Director

THE FALLS,
SCENE BY
ELECTRIC LIGHT

CHAPTER III

How to See the Falls for 60 Cents



HORSESHOE FALL VIEW

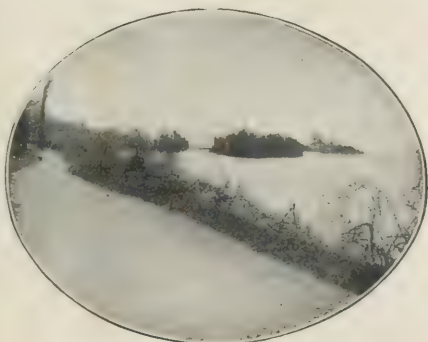
Showing stairway leading to brink of Canadian Fall and Pathway to Three-Sister Islands.—Page 11

Follow directions same as in Chapters I and II. After returning to Reservation Automobile Depot you will find the Prospect Park Elevator. Take elevator (cost 10 cents for round trip) and go to the bottom of American Fall, where the sight is marvelous.

CHAPTER IV

How to See the Falls for 70 Cents

Follow directions same as in Chapters I, II and III. After returning from elevator trip, walk to Trolley Terminal Station opposite Prospect Park and pay 10 cents for round trip ticket, cross the Steel Arch bridge to Canada, on your arrival turn to left and walk along edge of gorge.



PATHWAY

Leading to Three-Sister Islands, which may be seen in the distance.—Page 11



THE TEMPERANCE HOUSE
American and European Plans



The Temperance House

Opposite New York Central Depot, on Second Street. Half a block from Buffalo Trolley Cars. Five minutes walk from the Falls. The milk, cream, fruits and vegetables used are from our own farm. Rates, \$3.50 per day and up. American Plan. European Plan \$1.50 per day up.

W. T. PHELPS,
 Proprietor



SMALL BRIDGE

*To Three-Sister Islands to Comfort Station.
Page 11*

Through Queen Victoria Park as far as The Refectory, operated by the Queen Victoria Niagara Falls Park Commission (Ontario Government Department), from which you will enjoy views of both the American and

Horseshoe Falls. The views of the Park and Falls along this walk are among the finest you will experience on your trip.

At the entrance to Queen Victoria Park you will find station of Canadian Incline running to the landing of the Maid-of-the-Mist.

CHAPTER V

How to See the Falls for 85 Cents

Follow the directions same as in Chapters I, II, III and IV, except that on arrival at terminal sta. pay 25 cts., and receive ticket allowing you street car ride for the round trip across the bridge and around the loop opposite the Horseshoe Fall, in Queen Victoria Park.



PATHWAY

*Looking into Reservation after returning across
Goat Island Bridge—Page 15*



FALLS STREET FRONT

The Beir Apartments

One-half block from Union Depot. Rooms neatly furnished. Rates \$1.50 up per day per person. Accommodations for 200 guests. First class restaurant in connection with the hotel. Ownership management.



FIRST STREET FRONT, THE BEIR APARTMENTS

CHAPTER VI

How to See the Falls for \$1.16



SCENE

Along the Reservation—Page 13

The cars for famous scenic trip around the Falls and thru the Gorge, start from Soldiers' Monument at terminus of Falls Street. Purchase ticket costing \$1.16 for Niagara Belt Line. This takes you from Soldiers' Monument over Upper Steel Arch

Bridge to Canada up to Horseshoe Fall and Victoria Park. Leave car here, as you are allowed to stop at any point on Belt Line, and remain as long as you desire. After this take Belt Line again to Brock's Monument, stopping on the way at Colt's Point to cross the Whirlpool on Whirlpool Aerocar; cost 50 cents extra. Then take Belt Line again, which will take you across Suspension Bridge to Lewiston and up the American side through the wonderful Gorge in full view of the Whirlpool Rapids, returning passenger to starting point in Niagara Falls. The trip which covers 18 miles, can be made in two hours.



TERMINUS OF RESERVATION

Looking toward "The Home of Shredded Wheat."

Page 13



Hotel Clifton

Cor. Falls and Prospect Streets. In view of Rapids and Park. Rates: European \$1.50 and up.

Large and finely appointed Restaurant in connection.

Niagara Falls, N. Y.

R. C. OWEN,
Proprietor.

This hotel is one of the most modern in the city, having hot and cold water, long-distance telephone in every room; also a large number of private baths.



Moose-Tower Hotel

Located on Riverway, next to Terminal Depot, overlooking Prospect Park, and in view of the Falls. Rates, European Plan, \$1.50 and up. Special dinners and a la carte service.

HENRY REITER, Proprietor.

CHAPTER VIII

How to See the Falls for \$3.51



OVERHANGING CLIFF, NIAGARA GLEN
(Canadian Side)

This outing should take at least two days, and if followed as outlined you will have viewed most all of Niagara's scenery in an economical but thorough manner.

Follow directions as in Chapter II, until your arrival by Reservation automobiles at Luna Fall; cost 50 cents. Remain at this point and go to Cave of Winds Depot, which is near by. Dress in rubber suit,

furnished, and a guide will take you underneath the American Fall, cost, \$1.00. .

On your return take automobile again, without extra charge, and go to different points as suggested in Chapter II. After returning to Reservation Automobile Depot, before taking Prospect Park elevator trip, buy Maid-of-the-Mist ticket, taking you down the elevator, where you will find the boat which takes you up to the foot of all the Falls, across to Canada and return; cost, including elevator, 85 cents. Cave-of-the-Winds and Maid-of-the-Mist trips particularly recommended.

The Inn

223 Second St.

Half block south of Union Station Depot; only three blocks from the Falls. The quiet, home-like surroundings and pleasant verandas make it an ideal spot for the visitor.

Running hot and cold spring water in all rooms.

Rates, European,
\$1.50 per day up.

H J. ABBOTT,
Proprietor



THE INN

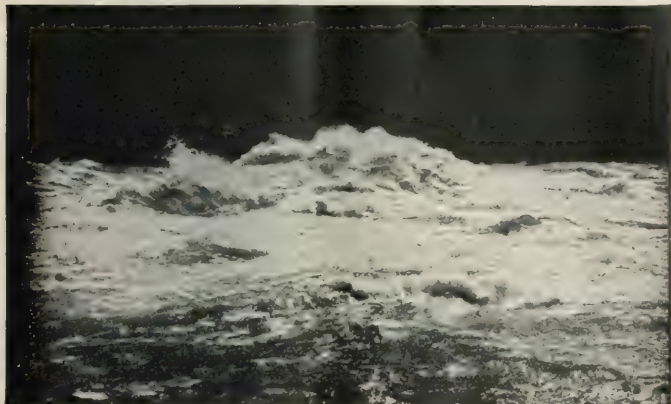


Rose Cottage

225 Second Street. Half block south from New York Central depot. Three blocks from Falls, two blocks from Reservation Park. Rooms decidedly desirable. Rates, European, \$1.50 per day up.

Next Day

Take the **Niagara Gorge Belt Line** trip as suggested in Chapter VI, getting off and remaining awhile at each point of interest; cost, \$1.16. Get off car at first stop—**Canadian Falls**. After viewing Falls, walk through **Queen Victoria**



THE RAPIDS, AS SEEN ALONG NIAGARA SCENIC LINE
Great Gorge Route

Park. Return to the Refectory, operated by the Queen Victoria Park Commissioners, where full course meals or refreshments are served at reasonable prices. Unsurpassed view of Horseshoe Fall from the front balcony. Take belt line car here and resume trip to Niagara Glen, noted all over the continent for its natural beauty. Take Belt Line car again to Brock's Monument, situated in Queenston Heights Park from which you enjoy the finest panoramic view of your trip. After this continue on Belt Line back to Niagara Falls.



MAIN ENTRANCE
HOME OF SHREDDED WHEAT



The Prospect House

Cor. Jefferson Ave. and Second St., one block from N.Y. Central, two blocks from the Falls. Strictly first class. Every other room with bath. Open all the year. Rates \$2.50, European.

H. W. ISAACS, Proprietor.



The Watson House

316-320 First Street, opposite Y. M. C. A., two blocks from The Falls, one block from the New York Central Depot. Capacity 200. Large, wide verandas. Light and airy rooms, single and en suite. Steam heated. Open all year. Hot and cold water. Tub and shower baths. Rates, European Plan, \$1.00 up per person. American Plan if desired. Restaurant—club breakfast—regular meals, also a-la-carte. Special Sunday chicken dinner.

30 New Rooms with bath ready July 1st, 1921

MRS. C. H. WATSON, Proprietor.

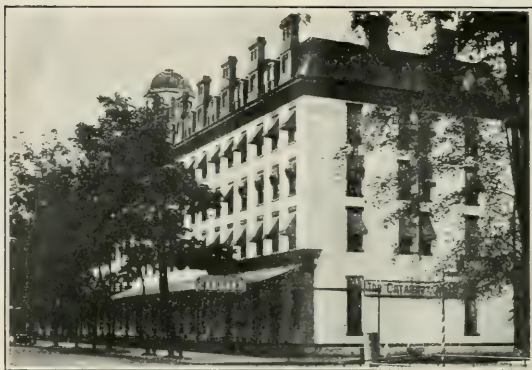
Answers to Popular Questions

Height of American Falls, 167 ft. Height of Horseshoe Falls, 158 ft. Contour line of American Falls, 1000 ft. Contour line of Horseshoe Falls, 1310 ft. Average depth of river below the Falls, 180 ft. Lake Erie above sea level, 573 ft. Lake Ontario above sea level, 247 ft.



ROCK FORMATION BEHIND THE AMERICAN FALL. SHOWING PARTY RETURNING FROM CAVE-OF-THE-WINDS TRIP

Total fall, 326 ft. 15,000,000 cubic feet of water passes over the Falls per minute, or a cubic mile per week. First description of the Falls by Louis Hennepin, 1683. Length of Steel Arch Bridge (built in 1898) 1240 ft. Height above water, 192 ft. Length of each span, 840 ft. (longest in the world).



Cataract Hotel

Edwards Tea Room and Restaurant at the Cataract Hotel. Artistically appointed, with every home comfort. Special provision for large parties. Luncheons and Dinners, also a la carte service. The Edwards Motto—"Most carefully prepared food in the city." Under the personal management of Mrs. D. C. Edwards.



The Edwards

Located at 342 Prospect Street, three blocks from New York Central Depot. Three minutes walk from American Falls. Accommodations for 200 guests. European Plan. Rates \$1.50 up per day.

MRS. D. C. EDWARDS, Manager.

Cave-of-the-Winds

This noted attraction famous the world over as Niagara's most thrilling experience is well worthy of every visitor's patronage. A visit to Niagara is not complete without a trip to the Cave-of-the-Winds below Niagara's mighty Cataract. Do not defeat the primary object of your long trip to view this master-piece of nature by leaving the city without enjoying the delightful experience of a visit to this scenic wonder. Each visitor to the Cave-of-the-Winds is provided with a suit of oilskin clothing and a competent guide, insuring comfort and safety. This service can be obtained at the Cave-of-the-Winds dressing rooms on Goat Island, New York State Reservation. The charge is \$1.00 for each person, everything included.



AMERICAN FALL

As seen on Cave-of-the-Winds Trip

Separate Trips

With the exception of the Gorge Route and boat trips all of the following-mentioned points can be reached by carriage at a cost of \$2.00 per hour for two horses and \$1.50 per hour single horse. Bridge toll additional cost 25 cents per vehicle and 10 cents per person, over and return. The drives through Canada are exceptionally beautiful.

Cave Of The Winds

The Cave of the Winds is the only natural opening behind the Falls. The view from below Luna Island can be surpassed nowhere. Here the cataract tumbles its waters at your feet, the sun flashing rainbows in the spray, each a perfect circle.

Rainbow Bridge.

The visitor stands under the entrance of the Cave of the Winds, and nowhere else is realized the power of the mighty waterfall. A stream 3 to 14 feet high strikes the cliff directly at his feet.



CAVE OF THE WINDS DRESSING ROOM





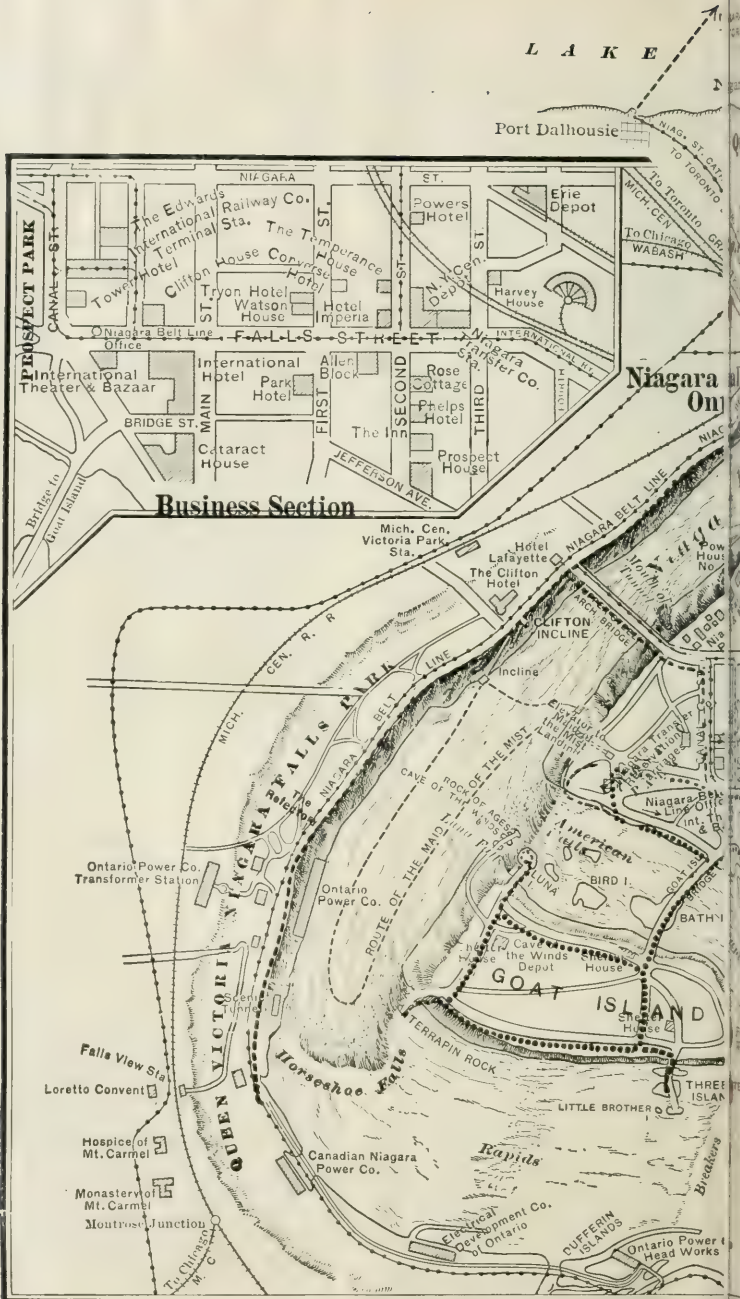
The Winds.



Guides and dresses can be obtained at the dressing-rooms. After leaving Luna Island you will see the building nestling among the trees opposite the Biddle Stairway. The entire trip can be made in 40 minutes. Charges, \$1.00 for each person.

Luna Island at the Winds. Here as irresistible power 150 feet above his thick breaks over at the base of the

Rock of Ages.



L A K E

Port Dalhousie

NIAG. ST. CAT. TO TORONTO

MICH. CEN. TO CHICAGO

WABASH

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THE ENNERDALE

The Ennerdale

213 Second St.

First-class rooms. Open all year. One-half block from N. Y. Central Station. Close to the Falls. Private Baths if desired.

Running water in rooms.

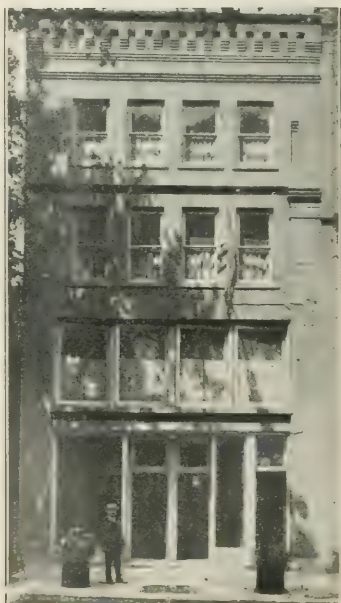
Rates, \$1.00 and up.

MRS. J. C. GRISWOLD.

Park House

124 First St., one minute from N. Y. Central Depot and the Falls. Opposite Post Office. New, modern and desirable; hot and cold running water in each room. Rates: European, \$1.50 per day up.

J. C. STRICKER,
Proprietor.



PARK HOUSE

Separate Trips to Points of Interest

Distances, Admission Fees, How to Reach Them and Cost of Same

PROSPECT PARK and GOAT ISLAND, entrance at terminus of Falls Street, includes Hennepin's View, Goat Island Bridge, Luna Fall, Biddle Stairway, Horseshoe Fall, Terrapin Rocks, Three Sister Islands and the Spring. Distance, two miles. Reached by Reservation sight-seeing automobiles, cost, 50 cents.

PROSPECT PARK ELEVATOR to foot of American Fall and Maid-of-the-Mist landing; cost, 5 cents each way. Stairway free.



SCENE ALONG THE NIAGARA SCENIC LINE
(GREAT GORGE ROUTE)

MAID OF THE MIST, from foot of Elevator, Prospect Park, going up the river to the foot of all the Falls, Canada and return; cost, 75 cents.

CAVE OF THE WINDS, at Luna Fall, Goat Island. Oil-skin clothing and guide furnished; cost, \$1.00.

UPPER STEEL ARCH BRIDGE, over and return from foot of Falls Street on electric car; cost, 10 cents.



Robinson House

313 Prospect Street. One door from Falls Street and one block from the Falls. Regular meals and a la carte service. European Plan. \$1.00 per day up C. K. JACKSON, Proprietor.



Niagara Falls, New York, Store of Joseph T. Snyder

16 West Falls Street, One Block from Prospect Park
The store where you may purchase souvenirs of Niagara Falls that are worth while. Every known brand of cigars and tobaccos. Also agents for Park & Tilford, Chocolates and Bon Bons.

Other Stores at Rochester, Syracuse, Buffalo, Erie
The finest stores—The finest cigars

NIAGARA GORGE BELT LINE TRIP. This trip is well worthy of patronage, and to be thoroughly enjoyed would require a day. Purchase a ticket at Great Gorge Route ticket office, foot of Falls Street, or International Railway, Terminal Station, where car leaves, or from New York Central R.R. Agents on trains or their ticket offices, costing \$1.16. This entitles you to the entire trip and allows you



WEST LAWN
"The Home of Shredded Wheat"

to stop at any point without additional charge, and remain as long as you wish. The places seen along this trip are the Steel Arch Bridge, Queen Victoria Park, fine views of the American and Horseshoe Falls, Table Rock, The Refectory, Niagara Falls, Ontario, a city of 12000 population, Michigan Central Cantilever Bridge, Grand Trunk Steel Arch Bridge, Whirlpool Rapids, Whirlpool Aerocar, Niagara Glen, Brock's Monument, Queenston Heights, International Railway's Suspension Bridge, Lewiston and back along the famous Gorge Route.

HORSESHOE FALL, Canadian side; a distance of one and one-half mile; reached by electric car from terminus of Falls Street. Return trip by car twenty-five (25) cents. While in the Queen Victoria Park, which surrounds the Horseshoe Fall, do not fail to visit the Refectory, the large boulder building, with the spacious verandas affording visitors a view of the American and Horseshoe Falls that cannot be had from any other point, and you can while there have lunch, afternoon tea, dinner, or perhaps you just have time to visit the Ice Cream Parlor or Soda Fountain.

QUEENSTON HEIGHTS AND BROCK'S MONUMENT, Canadian side. This is an ideal spot, where a beautiful view may be had of Niagara River from Queenston and Lewiston to Lake Ontario. Reached by International Railway electric cars from Steel Arch Bridge. Canadian side and return, 50 cents.

The Niagara Falls Transfer Company

Sight-seeing at Niagara Falls

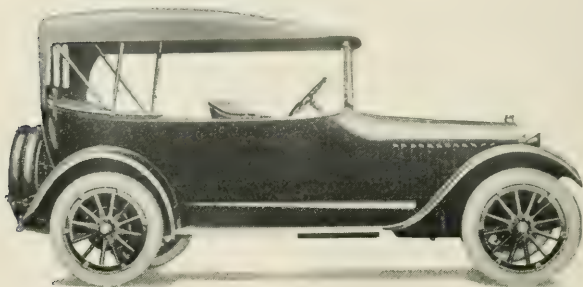
The accommodations offered by the Niagara Falls Transfer Co. for comfortable as well as economical sight-seeing at Niagara Falls, are decidedly attractive and satisfying; in fact, being among the most necessary and important of any in the city. The facilities are of the very best. The Transfer Co.'s station is located in the enclosure of the N. Y. Central Depot, where automobiles covering every point of interest can be obtained.



*One of the Niagara Falls Transfer Co.'s
Sight-Seeing Automobiles.*

Goat Island Trip

In order to see the prominent scenic features of Niagara Falls, it is absolutely necessary to take this trip, and the Niagara Falls Transfer Co., being licensed by the Government, offer the most economical and thorough way of viewing every one of the noted scenes on Goat Island and the Reservation, allowing patrons to stop as long as they wish at every point. Cost 50 cents for round trip.



One of the Niagara Falls Transfer Co.'s Motorcars

Taxicabs and Touring Cars

These taxicabs are new and of the most modern design. They are for hire by the passenger, trip or hour. Can be obtained at New York Central Depot, or by phone.

NIAGARA FALLS TRANSFER CO.

JOHN C. LEVEL, General Manager

'THE HOME OF SHREDDED WHEAT.' Distance from New York Central Depot, five blocks. This is one of the finest industrial buildings in the world. All visitors are welcome, and guides are furnished, free of charge.

FAMOUS GREAT GORGE ROUTE to Lewiston. Along the edge of the Rapids and Whirlpool. Round trip 85 cents.



MOTOR BOAT RACING ON NIAGARA RIVER

FORT NIAGARA, N. Y. United States Army Post. There is no spot on the Continent around which gathers more of historical consequence and interest than this angle between lake and river. A frequent service has been inaugurated by the "Great Gorge Route," cars leaving Niagara Falls, running direct through without change, to Youngstown and Fort Niagara. Adjoining this Government property on the picturesque shores of Lake Ontario is located :

FORT NIAGARA BEACH. The attractions of this beautiful beach, with its complete facilities for boating, bathing, fishing, etc., have been enhanced by the erection in the grove of a large dance pavilion, and a dining room where meals are served, at popular prices. Merry-go-round, toboggan slide, miniature railway, swings and other features of amusement. Fare \$1.00 round trip. Special One-Day-Excursion Fare, 55 cents round trip, each day after 5 P. M., authorized by the "Great Gorge Route" to visitors contemplating a day's outing. A more delightful and interesting trip could not be found than through Niagara's Wonderful Gorge, in full view of the great Whirlpool and Rapids, then on down to the Old Historic Fort, and Fort Niagara Beach on Lake Ontario.

This trip can be made in connection with the Belt Line trip by purchasing tickets from Niagara Gorge R. R. agents at an additional cost of 35 cents for the round trip.

How Will We See the Falls?

Trips Suggested According to Time of Visit—Directions and Costs Given in "Separate Trips."

Half Day

Visit Prospect Park, Goat Island, Canadian Side, Queen Victoria Park, etc. Reservation automobile.

One Day

Morning: Maid of the Mist, Prospect Park Elevator. Afternoon: Carriage and Niagara Belt Line, "The Home of Shredded Wheat."

ONE DAY—CONTINUED

If you have only one day, and want to see Niagara Falls, its surroundings, and Toronto, Canada, start from Niagara Falls at 9:45 A.M. Take Niagara Falls Transfer Company's Sight-Seeing Automobiles around Goat Island; cost, 50 cents. Return to Great Gorge Route Office at noon, purchase round-trip ticket to Toronto; cost \$2.75. Take Great Gorge Car, leaving 12.15 A. M., which will take you through the entire Great Gorge Route along the water's edge to Lewiston, connecting there with steamer at 1:00 P. M., arriving at Toronto at 3.45 P. M. Returning, leave Toronto at 5.15, arriving at Niagara Falls at 8.45 P. M. Cost of entire trip, \$3.25.

Two Days

First Day: Prospect Park, Goat Island, Cave of the Winds, Prospect Park Elevator, Maid of the Mist, Reservation.

Second Day: Niagara Gorge Belt Line, Canadian side, Incline Plain, Queen Victoria Park, Canadian Fall, Refectory, Scenic Tunnel, Niagara Glen, Brock's Monument, Lewiston, Youngstown and Fort Niagara Beach, Whirlpool and Great Gorge.

Three Days

First Day: Goat Island, Cave of the Winds, Prospect Park Elevator, Maid of the Mist, Reservation, Home of Shredded Wheat, and Industrial section of the city.

Second Day: Niagara Gorge Belt Line trip, stopping at all points of interest.

Third Day: Take the Great Scenic Route of the Niagara and St. Catharines Line to Toronto. Large suburban electric cars from Niagara Falls to Port Dalhousie and magnificent steamers from there direct to Toronto. Take Provincial Motor Livery to view Toronto. If you remain in Toronto, stop at either The Queens, King Edward, Walker House or Carls Rite Hotels.



FORT NIAGARA BEACH, LAKE ONTARIO

Four Days

First three days same as above. **Fourth Day:** Take Niagara Gorge Line to Lewiston, Youngstown and Niagara Beach.

Five Days

First four days, same as stated. **Fifth Day:** Morning, visit the great Power Houses and residential section of the city. Afternoon, take street car to the Bridge, cross lower Arch Bridge at Niagara Falls North to Canadian side; take electric car at bridge to Loretto Convent and Hospice of Mt. Carmel. Returning on car, get off at Victoria Park, visiting the Refectory, Clifton Incline, Table Rock, and Power Houses.

Six Days

First five days, same as above. **Sixth Day:** Engage either horse and buggy or carriage, drive to Canadian side, going to Loretto Convent, Chippawa, Lundy's Lane, then down to Brock's Monument, Queenston and return; distance, about 20 miles. This is one of the most picturesque and beautiful drives in existence.



The View of Niagara Falls from The Clifton

Facing the beautiful Victoria Park on the one hand and on the other the sweep of both the American and Canadian Falls, this hotel is the one place to look upon the scene in its entirety. The Clifton, a modern hotel to the last detail offers for those seeking a playground in the most attractive of surroundings; European Service, French Cuisine, and amusements of every kind, including Golf, Tennis, Riding, Dancing, Country Club privileges, etc.

Under direction, United Hotels Co. of America, Geo. H. O'Neill, Director, Canadian Hotels, For rates, etc., address the Manager

Niagara Falls, Ontario

On your arrival at Niagara Falls, Ontario, by either the Wabash, Grand Trunk or Michigan Central, take electric car, fare 5 cents, to Upper Steel Arch Bridge, locate at hotels mentioned, after which cross the bridge, toll 10 cents round trip either by car or walk; follow guide as described in Chapters I to VI.



Table Rock House

Entrance to Scenic Tunnel

Visitors will find it interesting to take the trip through the great Scenic Tunnel at Table Rock, Queen Victoria Park, on the Canadian side. The marvelous and ever changing sights behind the Horseshoe Falls are viewed from the portal. Beautiful ice scenery formed by the spray all during the winter. The tunnel is open all the year. Restaurant in the building. Waterproof, elevator and guide. 50 cents.

Victoria Park Station, Niagara Falls, Ont.

On your arrival at Victoria Park Station, via Michigan Central Railroad, you can locate at The Clifton, opposite Victoria Park, or the Lafayette Hotel, at entrance to Upper Steel Arch Bridge, after which walk or ride across bridge, cost 10 cents for return, and follow directions as given in Chapters I to VI.

Canadian Side

The publisher decidedly recommends visitors to view the many attractions on the Canadian side of Niagara Falls. Queen Victoria Park, a beautiful spot to rest in. One can see here the finest view of the Falls, at The Refectory you can obtain any form of refreshments. Dufferin Islands and the Mammoth Power Company's are well worth a visit. A list of the Canadian side attractions are given on page 37 with directions, costs, etc.



A STRETCH OF THE NIAGARA RIVER BOULEVARD
Queen Victoria Niagara Falls Park System

Scenic Tunnel, Table Rock

Tourists should not fail to visit Table Rock House and the Scenic Tunnel at the Horseshoe Falls on the Canadian side. A splendid free view of the Falls, Upper Rapids, Gorge and Lower River is obtained from the tower of the Table Rock House, at a height of fifty (50) feet above the ground level. The Falls may also be viewed from behind through the Scenic Tunnel, over one hundred feet under ground, reached by means of an elevator. The cost of this trip including waterproof clothing and guide is 50 cents.

Belt Line cars of the International Railway and Gorge Route stop at the Table Rock House on the trip around the gorge, enabling passengers to take this trip and resume their journey by a later car.

Cost of trip for oil skin clothing and a competent guide, fifty (50) cents.

Queen Victoria Niagara Falls Park



ADMINISTRATION BUILDING AND PARK RESTAURANT
Queen Victoria Park, Niagara Falls, Canada

The Refectory is at the Administration Building in Queen Victoria Park and is operated by the Commissioners for the Queen Victoria Niagara Falls Park System. There is a daily regular a la carte service and a special table d' hote dinner from 11:30 to 2:30, the price of which is \$1.00. An orchestra is provided and the service here is of the highest quality.



TYPICAL SCENE IN QUEEN VICTORIA PARK (CANADIAN SIDE)

Queen Victoria Niagara Falls Park



BROCK'S MONUMENT, QUEENSTON HEIGHTS PARK (CANADIAN SIDE)

ara River Boulevard; ideal roadway extending from Queen Victoria Park, at the Falls to Fort Erie, a distance of seventeen (17) miles, all along the water's edge.

Greatly increased facilities for dining room and restaurant services have lately been added at Queenston Park and dinner is served here regularly every day between the hours of 12:30 to 2:30 for \$1.00. Being under the Government supervision of the Queen Victoria Niagara Falls Park System the service is absolutely reliable.

After leaving Queen Victoria Park visit the Niagara Glen, spoken of by visitors as indescribable in its natural beauty. Brock's Monument at Queenston Heights Park affords you an unparalleled panoramic view of the surrounding district including the lower Niagara River.

While at Niagara visit the picturesque Parks along the Canadian side of the river, and take advantage of the Niagara



MINIATURE RAPIDS, DUFFERIN ISLANDS QUEEN VICTORIA PARK (CANADIAN SIDE)



VIEW FROM THE ROOF OBSERVATORY OF "THE HOME OF SHREDDED WHEAT" showing Goat Island, the Three Sister Islands, and the Upper Rapids. This is the only bird's eye view obtainable in the city. Visitors welcome. Free.

NIAGARA-ON-THE-LAKE. One of the most delightful spots in the country, located at the mouth of the Niagara River and on the shore of Lake Ontario, 12 miles from Niagara Falls. It can be reached by the Niagara Navigation Company's steamers, leaving Lewiston every two hours. Cost, 25 cents for round trip. The Queen's Royal Hotel at Niagara-on-the-Lake is a noted resort for tourists.



PACKING THE BISCUIT
"The Home of Shredded Wheat"



OLD HISTORIC FORT NIAGARA
(Great Gorge Route)



ON THE SPARKLING WATERS OF LAKE ONTARIO

**To Toronto via Niagara-St. Catharines-Toronto
Line by Steamer and Trolley Through
"The Garden of Canada."**

Toronto, aptly termed the "Queen City" of Canada, with a population of over a half million, has much of interest and appeal to the Tourist. Numerous and extensive parks and clean boulevard streets bordered by well-kept lawns and handsome residences present a very pleasing picture. Here are located the Provincial Parliament Buildings, the University of Toronto, the Toronto Art Gallery, the Royal Ontario Museum, the latter the most complete in Canada and containing many interesting and valuable collections. Toronto has many and various manufactures, an extensive retail section, and excellent hotels that add much to the pleasure of a stay in this bustling city. The Toronto Exhibition is the largest annual affair of its kind in the world.

The trip from Niagara Falls by car through the famous Niagara Peninsula is a very pleasing one. The route lies through vineyards and peach orchards, crossing the new and old Welland Canals, to Port Dalhousie where connection is made with the steamer for the two hour trip across Lake Ontario. The "Dalhousie City" and "Northumberland" are handsome, all-steel steamers with adequate deck and saloon accommodation. The adjoining map shows the route from Niagara Falls to Toronto. Low round trip fares are available, and combination tickets may be secured to include a twenty mile ride around Toronto in Pullman sight-seeing car, with dinner at one of the prominent hotels.



Parliament Bldg., Toronto

Daily Except Sunday

Daylight Saving Time

From opening of navigation to about
June 12th, 1921

NORTH BOUND

Lv. Niagara Falls, N.Y. 6:40 a.m.

Lv. Port Dalhousie (Boat) 8:30 a.m.

Ar. Toronto 11:00 a.m.

SOUTH BOUND

Lv. Toronto (Boat) 5:00 p.m.

Ar. Port Dalhousie 7:30 p.m.

Ar. Niagara Falls, N.Y. 9:10 p.m.

From about June 13th to Sept. 10th

NORTH BOUND

Lv. Niagara Falls, N.Y.

6:40 a.m. 8:40 a.m. 4:40 p.m.

Lv. Port Dalhousie

8:30 a.m. 11:00 a.m. 7:00 p.m.

Ar. Toronto (Boat)

11:00 a.m. 1:30 p.m. 9:30 p.m.

SOUTH BOUND

Lv. Toronto (Boat)

8:00 a.m. 2:00 p.m. 5:00 p.m.

Ar. Port Dalhousie

10:30 a.m. 4:30 p.m. 7:30 p.m.

Ar. Niagara Falls, N.Y.

12:10 p.m. 6:10 p.m. 9:10 p.m.

SUNDAY ONLY

Lv. Niagara Falls, N.Y.

7:40 a.m. 8:40 a.m. 4:40 p.m.

Ar. Toronto (Boat)

12:00 noon 1:30 p.m. 9:30 p.m.

Lv. Toronto (Boat)

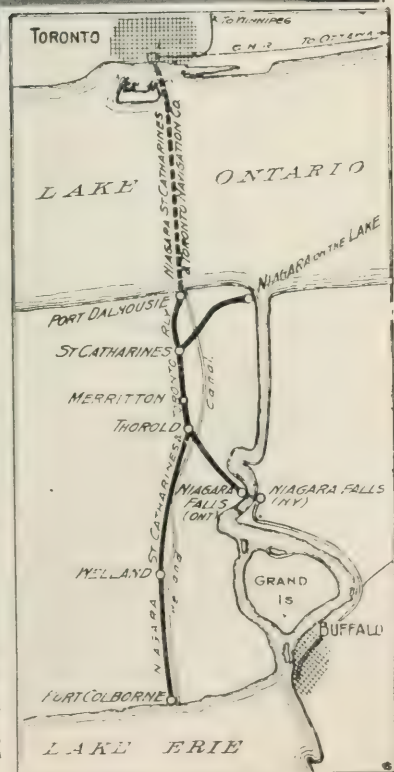
8:00 a.m. 2:00 p.m. 7:00 p.m.

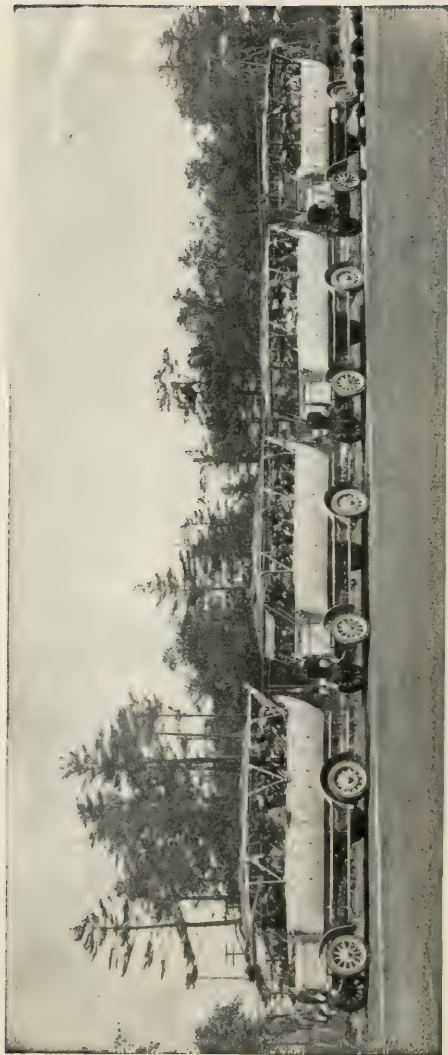
Ar. Niagara Falls, N.Y.

12:10 p.m. 6:10 p.m. 11:10 p.m.

Subject to change without notice

For further particulars see N. St. C. & T.
Line Agent, 27 West Falls St., Niagara
Falls, N.Y. (Office open about June 10.)





FOUR OF THE PROVINCIAL MOTOR LIVERY'S PULLMAN COACHES

See Toronto by Provincial Motor Pullman Coaches

These large and commodious sight-seeing coaches meet all trains and boats entering Toronto. They take you through 20 miles of the most picturesque scenery (that Toronto affords, which, decidedly, is worthy any visitor's attention. The coaches pass en route, all the prominent buildings, both public and private, in fact, after taking this trip, you can feel satisfied of having seen Toronto in a most thorough, comfortable and interesting manner.

In purchasing your R. R. or Steamboat tickets at Niagara Falls or on Toronto boats you can have included the Provincial Motor Livery Scenic Trip of Toronto. Rate \$1.00 per person.

Private parties can secure touring cars on wharf.

Phone, Adelaide 8630.

PROVINCIAL MOTOR LIVERY
4 to 10 Mercer Street,

Toronto, Ontario, and Havana, Cuba

Toront

Take either the Great Gorge Route cars or New York Central trains from Niagara Falls on International Railway to Queenston, Ont. They connect with the C. S. S. Line at Lewiston for Toronto; cost, \$2.75 round trip; or take the Niagara, St. Catharines & Toronto electric cars at station, 27 W. Falls street, taking you through one of the most picturesque parts of Canada to Port Dalhousie, connecting there with palatial steamers direct to Toronto.

While in Toronto do not fail to take sight-seeing trip in one of the Provincial Motor Livery cars that meet all boats and trains. These cars are the finest that can be produced; they take you through 20 miles of the most picturesque and suburban scenery in Toronto, viewing en route all important buildings, etc. If you remain in Toronto over night or longer, stay at either the Queens, King Edward, Walker House or Carls-Rite Hotels.

BUFFALO. International Railway cars leave from terminal station, Prospect Park, every 15 minutes. Fare, 65 cents, one way.

LOCKPORT AND OLCOTT BEACH. International Railway cars leave Terminal Station every half hour. Fare, Lockport, 60 cents; Olcott Beach, 75 cents one way.

THE NEW YORK CENTRAL LINES. From New York Central Depot, Falls Street, to Buffalo; fare, one way 71 cents.

Searchlight Exhibition

Eighty thousand candle power, in reflected arc lights, and a powerful searchlight have been placed at the Whirlpool Rapids for evening entertainment. By use of clever mechanism continually changing colors are thrown on the foaming, seething waters, a sight never forgotten.

During July and August special "Great Gorge Route" cars for Searchlight Exhibition will leave Niagara Falls, N. Y., every Monday, Wednesday and Friday evening at 9:30 o'clock. 35 cents Round Trip.

Two noted Canadian Hotels.



THE KING EDWARD

1000 Rooms

1000 Baths

King Street, near
Yonge.

Strictly modern
in every appoint-
ment. Cuisine and
service the best
obtainable.

Rates, European
plan, \$2.50 up.

L. S. MULDOON.
Resident Manager

The King Edward Toronto, Ont.

ROYAL-CONNAUGHT, HAMILTON, ONT.

Recently completed.
Strictly modern. High-
est grade of service.

Rates, European
plan \$2.00 up.

Both the King Ed-
ward of Toronto, and
the Royal-Connaught
of Hamilton, under the
direction of

THE UNITED HOTELS
CO. OF AMERICA

A. W. HAMILTON,
Resident Manager



Royal-Connaught, Hamilton, Ont.

GEORGE H. O'NEIL, General Manager



Queen's Ho Toro

One of the largest and most comfortable hotels in the Dominion of Canada.

Rates, \$5 per day and upwards.

American Plan
\$2.50 per day

European Plan

The Queens — Toronto

The Queen's Royal — Niagara-on-the-Lake

A beautiful and picturesquely situated Summer Hotel. Located in a private park on the shore of Lake Ontario at the mouth of the Niagara River, twelve miles from Niagara Falls. Open from June to September. Golf Links, Tennis Courts, Bowling Green, Boating, Bathing, Black Bass Fishing. Rooms *en suite* with baths. Latest and most approved sanitation.



The Queen's Royal — Niagara-on-the-Lake

• Two Famous Hotels



The Hotel Carls-Rite

"The House of Comfort"

These two hotels are situated directly adjoining the Union Station and in close proximity to steamboat wharves.

Our American Plan rates are \$5 per day, with bath \$6.

European Plan rates if desired.

We pay special attention to the comforts of ladies and children travelling without male escort.

E M CARROLL, President

J. H. STEWART, Manager



The Walker House

"The House of Plenty"

The Walker House Cafeteria is the most unique institution of its kind on the American Continent. Our slogan is "Pure Food at Reasonable Prices."

GEO. WRIGHT, E. M. CARROLL, Proprietors

"The Home of Shredded Wheat."

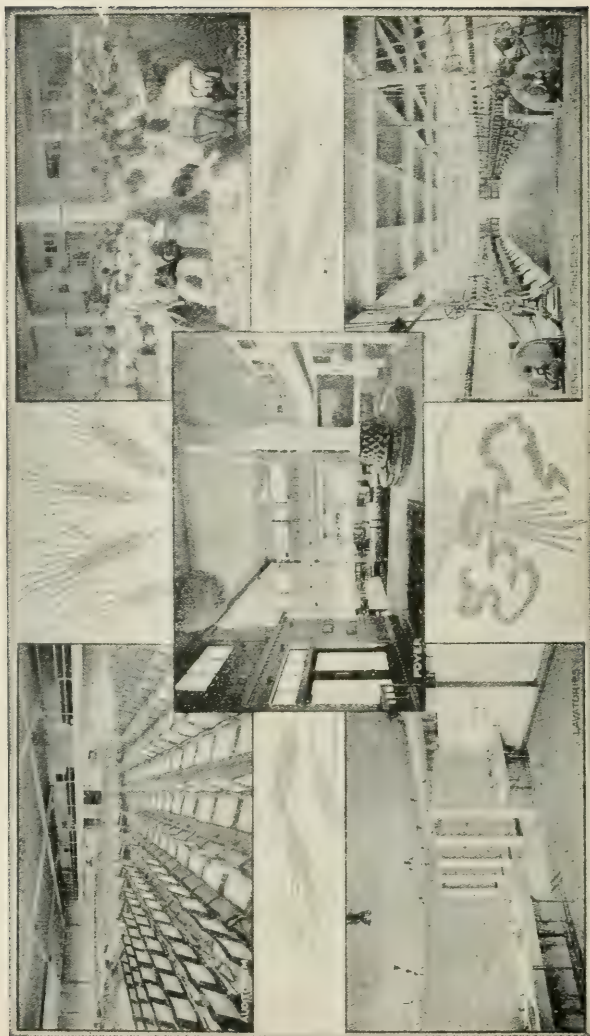
One might as well visit Rome without seeing St. Peter's as to visit Niagara Falls without seeing "The Home of Shredded Wheat."

No one can afford to leave the Niagara region without going through the unique establishment in which the world-famed Shredded Wheat products are made. It is, in fact, the "show place" of the Falls.

It is not easy to miss the ornate and imposing structure in which Shredded Wheat products are made. It stands on an eminence overlooking the beautiful Niagara River and on its roof towers a mammoth electric sign which announces to all the country round that this building is "The Home of Shredded Wheat" and that visitors are welcome. This sign is 260 feet long and each letter is 6 feet in height. The sign is 104 feet from the ground and when the letters are illuminated at night it may be easily read at a distance of one mile. There are 1400 incandescent lamps in these letters and 8,000 feet of wire were used in the installation.

This building, which is sometimes referred to as the "Palace of Light," and in which over two million Shredded Wheat Biscuits are made every day, is located on Buffalo Avenue, between 4th and 6th Streets, in the heart of the most beautiful residence district of the city of Niagara Falls, far away from the smoke and dust of factories and railroads.

It is without doubt the most beautiful and most hygienic industrial building in the world, is 463 feet in length by 66 feet in depth, contains 3,000 tons of steel and 200 tons of marble. The building is entered through a large foyer, on either side of which are writing and reading rooms for guests, furnished with beautiful rugs and sumptuous weathered oak, leather upholstered furniture. From the middle of the ceiling hangs a pendant, a great crystal ball, filled with brilliant electric lights. In the foyer may be found guides ready to pilot visitors through the building. The roof of the administration section, reached by electric elevators, commands a view of Niagara River and other scenic beauties of this picturesque region.



Interior views of "The Home of Shredded Wheat"

One Day in Buffalo

During your visit at Niagara Falls, the publisher advises you to devote one day to seeing Buffalo, one of the most beautiful cities in America. To properly direct you, taking it for granted that you are a stranger, considerable care has been taken in selecting the most comfortable and inexpensive way of viewing the notable attractions of Buffalo—in one day—and the following manner is, most decidedly, the best. Try and have your party consist of six people. In the evening preceeding day of visit, call the Van Dyke Transfer Co., at Buffalo—Bell phone, Tupper 6300. Make arrangements to have one of their large Standard Eight, 1920 model, seven passenger, Sedan cars, meet you at either Terrace Depot, Buffalo, or any large hotel, at 9:30 the next morning. Cost of phone 20 cents. Leave Niagara Falls, via New York Central or Trolley Speed Line at 8:30 A. M., cost 65 cents each way. enter waiting automobile, which will take you through the most picturesque districts of Buffalo, showing and describing, en route, the notable attractions, among which are, the principal streets, Parkways, Parks, Art Gallery, Historical Buildings, Zoo, Prominent Buildings, Dr. Pierce's Invalid Home, etc., finishing the trip of one and one-half hours at the Larkin Company, one of the most wonderful institutions in the world, about 10:45. Cost for automobile \$6.00. Guides will show you through the entire plant free of charge. At 12:30 take Seneca Street car to Washington and South Division, after having lunch. at 2 P. M. go to the foot of Commercial Street and take Crystal Beach Excursion Steamer, leaving at 2:15 for a delightful 18-mile lake ride. These steamers are large, staunch and commodious. Music and dancing on boat. Cost, round trip, 50 cents. Returning to Buffalo at 5:15, take any Main Street car to Shea's Hippodrome the handsomest picture theatre in America. At 8:30 go to Shea's Vaudeville Theatre, which always has the highest class of attractions, cost from 25c to 1.00. At 11:30 take either train or trolley arriving at Niagara Falls at 12:30. The entire pleasurable day's outing has only cost, for party of six, about \$3.15 each, except cost of food. The following five pages more fully describes some of the places mentioned for you to visit.

Visit the Larkin Factories, Buffalo, N. Y.

America's Largest Manufactory of Soaps, Perfumes and Toilet Preparations

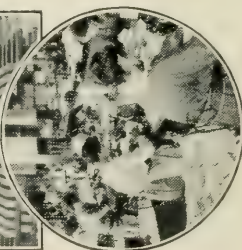
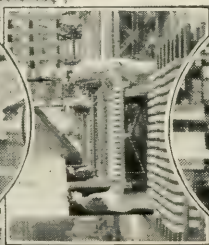
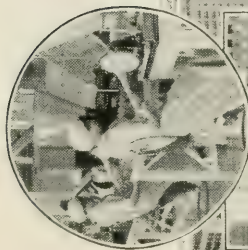
over 55 acres of floor space.



No trip to Niagara Falls and Buffalo is complete without a visit to the great Larkin Factories where are located some of the largest soap kettles in the world. Under one roof you can see foods, soaps, toilet preparations and white goods made by clean, up-to-date processes that are intensely interesting.

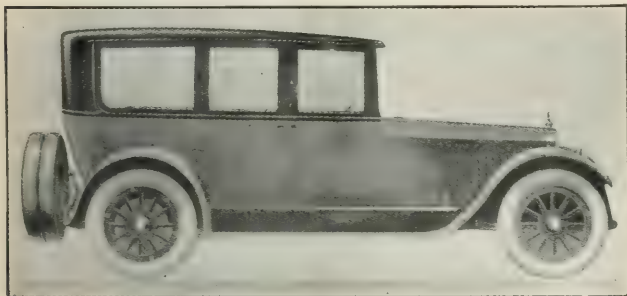
The Home of Larkin Factory-to-Family Dealing, famous from coast to coast, is visited by 60,000 people annually. "Enjoyed every minute I spent there," writes a visitor. "A wonder of business and cleanliness combined," writes another. Visitors are always welcome. Guides and refreshments furnished free. You are cordially invited.

Seneca and Van Rensselaer Streets. Take Seneca Street Car at corner of Swan and Washington Streets.



Van Dyke Transfer Co., Inc.
Buffalo

The Van Dyke Transfer Co. maintains a high class of motor car service consisting of seven passenger limousines, touring cars, sedans and meter cabs. These cars are of a modern type, luxuriously appointed and operated by decidedly reliable and courteous drivers.



Standard Eight 1920 Seven Passenger Sedan. One of the style of cars used by the Van Dyke Transfer Co.

Parties wishing to see all the interesting portions of the city or suburbs, cab service to theatres, depots or clubs can do so in a most comfortable manner at very small expense. Rates as follows:

Meter Cab Rates

50c first mile or portion, 10c for each $\frac{1}{8}$ mile thereafter, and 20c for each additional passenger over one, for entire trip.

\$3.00 per hour for 5 passenger car.

Rates for Our New Seven Pass., 1920 Model Sedans

\$4.00 per hour—city limits only.

\$20.00 to Niagara Falls and return in 5 hours.

\$3.50 Special per Passenger to Niagara Falls, American and Canadian sides, in Sedan, 4 hour trip. No trip made with less than 5 passengers. Car leaves 10 a. m. and 2 p. m. Make reservation.

Agents at all Hotels, Depots and Boats

BAGGAGE DELIVERED TO ALL PARTS OF THE CITY

Van Dyke Transfer Co., Inc.

Phones: Taxicab Service, Tupper 6300
Baggage Service, Seneca 2700

32 Edward St.
Buffalo

Crystal Beach, Buffalo

Crystal Beach, Nature's Paradise is reached after a delightful ride on the "Americana" or "Canadiana," the largest, finest, safest and most up-to-date, steel excursion steamers in the world. They are licensed by the American and Canadian governments to carry 8500 persons each.

This delightful resort is located on the Canadian shore of Lake Erie 12 miles from Buffalo. It is hardly possible for a person to enjoy a more pleasant day than by taking this trip to this charming breathing spot. In addition to the delightful 25 mile ride, you will find at Crystal Beach every imaginable form of clean, up-to-date amusement and plenty of opportunity for rest and recreation.



BATHING AT CRYSTAL BEACH



STEAMER CANADIANA

*Sister ship to the Americana which two give hourly service between Buffalo (from foot of Commercial St.) and Crystal Beach.
Round Trip 50c. Children 6 to 12 years 25c*

Trip of one hour's duration each way is delightful, healthgiving and very enjoyable, either in the glorious sunshine or when the moon beams are caressing the rippling water and the radiance of the stars is lulling the waves to sleep. Seated on the spacious decks while listening to entrancing music or participating in the free dancing—if you so desire—the cooling breezes from the rippling water will imbue you with strength and vigor, putting that glow of health in your cheeks which makes you look so fit, and is so much admired.

The steamers Americana and Canadiana are the largest excursion steamers in the world and beautifully appointed, carry a full band of music and dancing can be enjoyed free of charge on the way to the Beach and return, the round trip fare 50 cents. No intoxicating liquor is sold or allowed on the Crystal Beach boats or in the park.

Shea's Theatre—Buffalo



SHEA'S THEATRE

Shea's Theatre is Buffalo's only high class vaudeville home. It is located on Court Street one block west of Lafayette Square which is the center of Buffalo's shopping district. Shea's Theatre is open the year round, with matinees daily at 2.30 o'clock and evening performances at 8.30 o'clock. Prices, matinees 25 and 50 cents; evenings 25, 50 75 cents and \$1.

Shea's Hippodrome



ENTRANCE TO SHEA'S HIPPODROME, THE HANDSOMEST PHOTO-PLAY HOUSE IN AMERICA

Shea's Hippodrome on Main Street, below Chippewa presents first run photo plays continuously from 11 A.M. to 11 P. M. Matinees 15 and 25 cents. Evenings 25 and 50 cents.

Invalids' Hotel and Surgical Institute

663 Main Street

Buffalo, N. Y.



DR. PIERCE'S INVALIDS' HOTEL,
BUFFALO, N. Y.

Visitors are welcome. Inspection of the Hospital and medical consultation is free.

A pleasant remedial home where people who have been patients at Invalids' Hotel have much to say in regard to its resources. This modern, up-to-date sanitarium not only affords the best medical and surgical treatment by experienced physicians but it also provides every remedial agent for the treatment of disease without medicines. One of the most wonderful to the average layman is the X-ray. With the aid of this the interior of the human body is no longer the sealed book it has been heretofore. Abnormal states of the bones, gall stones, stone in the bladder or in the kidneys are now shown plainly by what is known as X-ray photographs.

The violet-ray treatment, which is another interesting procedure, is carried out by concentrating the light, rich in the violet or chemical rays, from an arc light, upon the seat of pain.

**To visitors who have been attracted by the many
proofs that Niagara Falls offers
for investment.**

Owing to cheap electrical power, unexcelled shipping facilities, central location, beautiful homes, etc., Niagara Falls has become a mammoth industrial center, and its rapid growth has been so

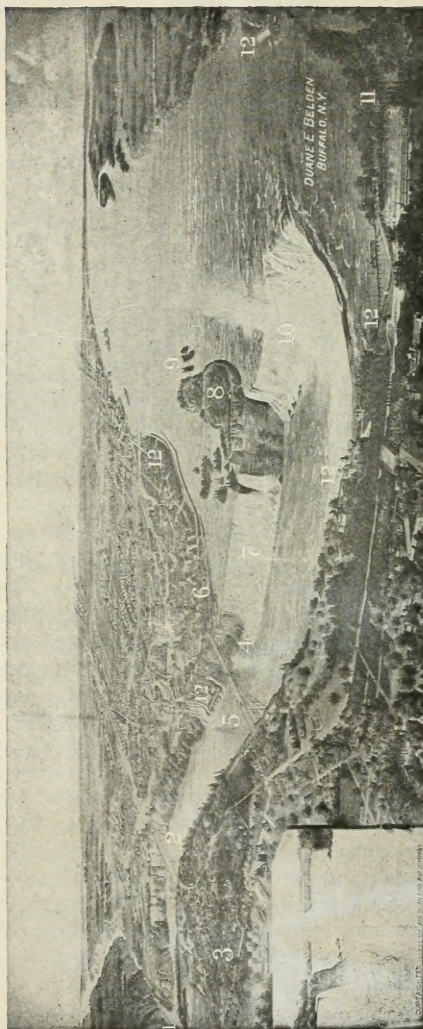


MR. DUANE E. BELDEN

universally commented upon that it has attracted the attention of a great many visitors who during their visit here have enjoyed looking over the many interesting features. Mr. Belden, who is one of the oldest and largest dealers in properties at Niagara Falls and Buffalo, has made a very careful study of the entire situation and having the necessary facilities for showing people around, is qualified to enjoyably entertain them during their visit. After having

invested thousands of dollars for attractive improvements, Mr. Belden has recently opened for investors, Falls View, delightfully situated on the river between Niagara Falls and LaSalle. His main offices are at Niagara Falls, and if any one will call him by 'phone he will be pleased to personally conduct them through the entire city and Falls View, giving them the benefit of his knowledge without the necessity of any compensation. Telephone: Niagara Falls, 2957-W office, Elderfield-Hartshorn Bldg., cor. Falls and First Street, Niagara Falls, N. Y.

A miniature view of Niagara Falls, showing location of different points of interest
 Courtesy, Mr. Duane E. Belden



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- 1—The Whirlpool
 - 2—The New Grand Trunk Steel Bridge
 - 3—Niagara Falls, Canada
 - 4—Mouth of the Great Power Tunnel
 - 5—The Steel Bridge
 - 6—Prospect Park and the Rapids
 - 7—The American Falls
 - 8—Goat Island
 - 9—The Three Sister Islands
 - 10—The Canadian Falls
 - 11—Dufferin Island
 - 12—The Great Power Houses
- Between figures 5 and 11, Canadian Side, Queen Victoria Niagara Falls Park and The Refectory.
 Duane E. Belden, Real Estate and Investments, Offices Brabane Building, Buffalo, Elderfield-Hartshorn Building, Niagara Falls, N. Y.

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THE HOME OF SHREDED WHEAT
AT NIAGARA FALLS, N. Y.

